



**Director of kidcentraltn.com**  
**Tennessee Commission on Children and Youth**

*To apply, send resume to [rose.naccarato@tn.gov](mailto:rose.naccarato@tn.gov)*

The Tennessee Commission on Children and (TCCY) advocates to improve the quality of life for children and families and provides leadership and support for child advocates. TCCY will be the long-term home of kidcentraltn.com, a project of the Governor's Children's Cabinet and the six state child-serving departments. It was developed to provide a one-stop source for parents and caregivers to find information on child development and on programs designed to help Tennessee families live healthy, prosperous lives. In the summer of 2012, the State entered into a contract with an outside consultant to design, modernize, unify and streamline the entire communication platform of the child-serving departments. The product was kidcentraltn.com. In partnership with the State of Tennessee's Strategic Technology Solutions, the project is now being brought in-house.

## **JOB OVERVIEW**

TCCY is looking for an independent individual with strong organizational skills to direct kidcentraltn.com. This involves working with the six child-serving departments to develop content ideas for the website, producing content, examining and interpreting analytic data and working with Strategic Technology Solutions to ensure the site is functioning smoothly. Content production may involve writing articles, taking photographs, producing video, and producing infographics. The position is classified as a C & Y Program Administrator.

## **JOB DESCRIPTION**

### **General Qualifications:**

- Strong leadership and project management skills
- Comprehensive understanding of digital editorial development and content publishing
- A strong knowledge and understanding of digital storytelling, website development, content management systems, testing, search engine optimization, usability and analytics
- Experience directing strategy, approach and content for digital platforms
- Strong oral communication skills, editorial and creative writing skills, and a sophisticated understanding of what should be communicated to various audiences
- Effective organizational and administrative skills required
- Understanding of Tennessee state government
- Ability to see the big picture when integrating different communication channels and to work collaboratively with colleagues across the State of Tennessee enterprise
- Strong interpersonal communication and relationship skills
- Ability to translate data into impact and improvement efforts.
- Sound written and verbal communication skills; knowledge of children's issues and social strategies for helping vulnerable people; ability to clearly and confidently communicate to executive management, senior leadership, project stakeholders, and technical staff
- Ability to understand how to communicate across diverse cultures.
- Ability to organize large volumes of information into intuitive and easy-to-navigate groupings.

### **Specific Duties:**

- Works closely with the executive leadership of TCCY and enterprise partners to develop and support key messages to citizens.
- Drives the vision and provides thought leadership on how to meet the needs of our citizens using a digital platform.
- Develops and maintains strong working relationships with key internal and enterprise partners and maintains a productive, supportive environment in a very relationship-based culture.
- Represents the organization at events as assigned.
- Serves as a trusted advisor to senior management across the enterprise.

### **Education and Experience:**

Bachelor's Degree in journalism, communications, public relations, or social services related field required plus three years increasingly responsible experience. Graduate degree highly desirable.